



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Tourist Guidance							
Course Code		REH202		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The objective of this course is to contribute to the training of the students so that they could turn into tourist guides who are self confident, respectful to their profession, and have the ability to represent their country.							
Course Content		Occupation as a tour guide, legal regulations related tour guiding and education, managed guided tours: departure, local operation, meeting/general information talk, local transportation, relations with accommodation enterprises, relations with food and beverage enterprises, planning of daily timetable, completion of the tour, tour guiding at walking tours, tour guiding at bus tours, rules of professional ethics							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Vedat ACAR							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Çolakoğlu O.E. ,Epik F. ,Efendi E. ,Tur Yönetimi ve Turist Rehberliği 2. Baskı ,Ankara ,Detay Yayıncılık ,2010 .
2	Çolakoğlu O.E. ,Çolakoğlu Ü. ,Seyahat Acentaları Yönetimi ,Ankara ,Detay Yayıncılık ,2007 .
3	Turist Rehberliği (Edt: Seçkin ESER, S. ŞAHİN & C. ÇAKICI), Detay Yayıncılık, Ankara 2018.

Week	Weekly Detailed Course Contents	
1	Theoretical	Information will be given about the terminology of tourist guiding.
2	Theoretical	Information will be given about historical development, advantages and disadvantages of tourist guiding profession.
3	Theoretical	Information will be given about the competences of tourist guiding profession (information, communication, management, general knowledge, problem solving competency).
4	Theoretical	Information will be given about the tourist guiding legislation (Tourist Guiding Law Act. No. 6326)
5	Theoretical	Information will be given about the occupational organization in the field of tourist guiding.
6	Theoretical	Information will be given about the duties and roles of tourist guides.
7	Theoretical	Information will be given about the tourist guiding and specialization; and tour management.
8	Theoretical	Tour types (incoming, outgoing, city tours, special interest tours, gastronomy tours, Vip tours, nature tours, tours for different age groups) and points to take into consideration while guiding at those tours will be discussed.
9	Intermediate Exam	Mid-Term Exam
10	Theoretical	Information will be given about the subject of tourist typologies and tourist guiding .
11	Theoretical	Experienced tourist guides will be invited to the course as guest speaker.
12	Theoretical	Experienced tourist guides will be invited to the course as guest speaker.
13	Theoretical	Shop Visits will be performed in order to learn the sales process of the shops (such as carpet, leather, jewellery).
14	Theoretical	Information will be given about the technology usage in tourist guiding and principles of professional ethics.
15	Theoretical	Information will be given about the occupational issues of tourist guiding (legal, industrial and educational issues).
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70



Reading	12	1	0	12
Midterm Examination	1	8	1	9
Final Examination	1	8	1	9
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	He/ she gets information about historical development process of tourist guiding profession.
2	He/ she obtains information about the legislation of tourist guiding.
3	He/ she gets information about the occupational organizations associated with tourist guiding.
4	He/ she gets information about tour planning and management.
5	He/ she gets information about the principles of professional ethics of tourist guiding.
6	He/ she recognizes the current problems which tourist guiding profession confront.

Programme Outcomes (Tourism Guiding)

1	To have scientific and professional ethical values
2	To gain the ability of analytical and critical thinking
3	To have an awareness of requirement of gaining lifelong new knowledge and skills
4	To know the basic concepts about tourism sector
5	To comprehend relationship between tourism and natural, cultural and social environment
6	To have enough foreign language knowledge to follow trends and studies in his/her field and to be able to communicate
7	to be able to use the second foreign language at medium level.
8	to have the ability of doing team work.
9	To gain the ability to use information technologies in his/her field at a good level.
10	To gain administrative knowledge and ability in his/her field.
11	To be competent on the subject of human relations and behaviours which are required in tourism industry
12	To be able to track the trends in his/her field.
13	To have knowledge and ability on the subjects required for his/her profession.
14	To have comprehensive knowledge required for his/ her profession about other tourism services
15	To have enough knowledge about culture and customs of his/her own country.
16	To have enough knowledge about different cultures and customs.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5	L6
P1	5	5	5	5	5	5
P2	5	5	5	5	5	5
P3	5	5	5	5	5	5
P4	5	5	5	5	5	4
P5	5	5	5	3	5	3
P6	3	3	3	3	3	1
P7	1	1	1	1	1	1
P8	5	5	5	3	5	1
P9	3	3	5	5	3	5
P10	5	5	5	5	5	5
P11	5	5	5	5	5	2
P12	5	5	5	5	5	4
P13	5	5	5	5	5	5
P14	5	5	5	5	5	5
P15	5	3	5	3	5	5
P16	5	3	3	5	5	5

